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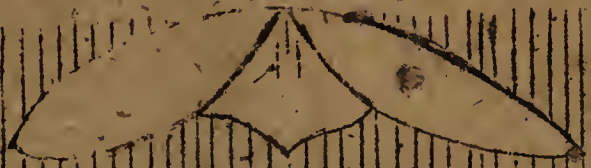


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U. S. Department of Agriculture

1936



PACIFIC SEED

COMPANY

LONG BEACH

CALIFORNIA





All of our seed bear the Standard Disclaimer that we give no warranty, express or implied, as to description, quality, maturity, productiveness or any other matter of any seeds we sell, and we will not be in any way responsible for them. If seeds are not accepted on these terms, they are to be held subject to our order. The above is the Standard Disclaimer clause which you will find used by all reputable seed houses. It, by no means, influences our care and desire to give to you the very best the market affords, "the greatest dollar for the dollar value possible," for we would be very foolish, indeed, to try to sell you something which would not be satisfactory. This would be, not only an expensive matter to us, but we would lose you as a customer.

Follow the directions and your good judgment closely and you will have success in your garden. Do not make the mistake of watering too frequently--rather water well at longer intervals, but do not let the plants dry out.



ASTERS

THE PACIFIC SEED COMPANY OFFERS NOTHING BUT WILT RESISTANT ASTERS

## AMERICAN BEAUTY

AMERICAN BEAUTY seed produces plants that are from  $2\frac{1}{2}$  to 3 feet tall, bearing large compact flowers. This variety blooms from August until frost. These are offered in Carmine Rose, Crimson, Purple, September Beauty (delicate flesh pink). Separate colors, over 225 seeds, 25¢; Mixed, over 300 seeds, 25¢.

## EARLY BEAUTY

This newer introduction in wilt resisting asters bears well-formed flowers on stout stems. These flowers are unsurpassed in keeping qualities. The plants are from  $2\frac{1}{2}$  to 3 feet tall. We are offering them in the following colors: Azure Fairy (azure blue or dark lavender), Black Prince, Carmine Rose, Crimson, Light Grayish-Lavender, Purple, Delicate Flesh Pink, and White. Any of these fine varieties will bloom from June until frost. Packet of separate colors of over 175 seeds, 25¢; Packet of Finest Mixed of approx. 400 seeds, 25¢.

## GIANT COMET or LATE EXPRESS

This is offered in the following colors: Crimson, Dark Blue, Rose, Ruby, White, and Finest Mixed. Separate colors or Finest Mixed packet of over 400 seeds, 25¢.

## GIANT COMET SALMON QUEEN

The GIANT COMET SALMON QUEEN is another of the newer Asters in the fascinating shade of salmon, a clear, pure salmon pink blending to a rich golden salmon in the center. The flowers are well-formed, large, and of the feathery Comet type on long stems. This aster should be in every garden and remember it is wilt resistant. Packet of approximately 400 seeds, 25¢.

## GOLDEN SHEAF

The GOLDEN SHEAF ASTER, a new introduction last year, was given an enthusiastic reception. This is the DEEPEST YELLOW ASTER YET OFFERED, and the only one of that color that is WILT RESISTANT. The flowers are fully double with attractive crest-like centers. Plants are more branched than the usual aster, and there is a great profusion of bloom. The flowers are three to four inches in size, with a deep lemon center, fading out lighter towards the edge. It lasts well as a cut flower. You will want this new heavy blooming aster. Packet of approximately 250 seeds, 25¢.

As we find NEW and WORTHY material, YOU, as a customer, will be informed through one of our supplements.

Don't believe that you can get the largest and finest flowers from the cheapest seed. QUALITY STILL COUNTS MOST.

ALL PRICES ARE POSTAGE PAID TO YOU

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ASTER'S (CONTINUED)

## IMPROVED CREGO

The IMPROVED CREGO plants are robust and quite branching in habit. They are about  $2\frac{1}{2}$  feet high and bear large, double, well-formed flowers. This is one of the finest varieties for all purposes. We are offering them in Azure Blue, Cattleya (fascinating shade of orchid), Crimson, Dark Violet, Deep Rose, Light Blue, Peach Blossom, Pink, Purple, Dark Blue, and White. Separate colors or Finest Mixed packet of over 400 seeds, 25¢.

## BLUE FLAME

For the finest in Blues we recommend the new BLUE FLAME which is of the Improved Crego type. The color is a bright navy blue, distinct from any other dark blue or purple aster now offered. Full, double flowers, borne on well-branched plants. Excellent for garden and cut use. Packet of over 300 seeds, 25¢.

## TALL OSTRICH FEATHER IMPROVED

The TALL OSTRICH FEATHER IMPROVED plants are about  $2\frac{1}{2}$  feet high, bearing full, fluffy flowers. The plant is well-branched and robust, and is offered in the colors of Azure Blue, Crimson, Dark Blue or Purple, Deep Rose, Light Blue, Peach Blossom, Shell Pink, Sky Blue, and White. Separate colors or Finest Mixed of over 300 seeds, 25¢.

THE FAMOUS BODGER STRAINS OF WILT RESISTING ASTERS ARE ALL WE OFFER.

If you do not find WHAT YOU WISH in the catalogue, write for quotations.

BLAZING STAR (Bartonia aurea)

THERE IS SOMETHING DIFFERENT FOR YOUR GARDEN. A showy California annual growing about 2 feet high and producing lovely, LARGE GOLDEN YELLOW FLOWERS which with their satin finish, glisten in the sunshine. They are very desirable for bedding and cutting. They prefer a sunny location and a well-drained soil. A bright spot for your garden. Generous packet, 20¢. Easy to grow.

CHORIZANTHE PALMERI (Turkish rugging)

A NEW SUBJECT FOR THE BORDER OR ROCK GARDEN, easily grown annual, flowers of delicate pink, blending beautifully with its dull, green foliage. Plants turn a charming brown in Fall. 8 inches high with 12 to 18 inch spread. Packet of  $\frac{1}{8}$  ounce, 50¢.

The PROOF of the QUALITY of our seed is in the PLANTING.

NOTE

Where packets carry more seed than you wish, we will make up one-half packets at one-half the packet price plus 5¢ for special handling.





BLUE IN THE GARDEN

Blue apparently is the most elusive color in the garden. We have fewer good blue flowers than those bearing other colors. We offer here a few suggestions of plants in some of the more distinct blue types. We believe you will enjoy them.

SCUTELLARIA COELESTINA

SKULL CAP. The large spikes of bright blue flowers borne on these attractive bushy perennials make an outstanding feature in any garden. The plant grows to about 2 feet in height. The leaves are long and narrow. We believe you will find this plant rare to the general public, and you will have something different by incorporating it in your garden. Generous packet 35¢.

## DRACOCEPHALUM RUYSCHIANUM JAPONICUM

DRAGON'S HEAD. This attractive plant bears purplish blue flowers usually during July and August. The height is two feet. The flowers are about one inch long in a purplishblue. It is of easy culture. Generous packet 25¢.

## CYNOGLOSSUM AMABILE BLUE

CHINESE FORGET-ME-NOT. This is a recent introduction from China. It is easy of culture, quite hardy and produces large graceful sprays of brilliant blue forget-me-not-like flowers from May until frost. These delicately sweet scented blossoms are borne on stems about 18 inches long. The whole plant reaches a height of about two feet. It makes a beautiful cut flower and mixes well with others in bouquets. It prefers a warm location and on the dry side. Generous packet 1/4 oz., 25¢.

## ANCHUSA BLUE BIRD

CAPE FORGET-ME-NOT. This vivid indigo blue flower is a bit more compact than the Cynoglossum bloom, but of the same general forget-me-not type. The plants are quite compact as well and grow about 1½ feet tall. This makes a lovely cutting annual for the garden. Packet 20¢. 1/2 oz. 50¢.

## ANCHUSA ITALICA

DROPMORE VARIETY. Gentian blue. This is one of the best hardy perennials for a blue background flower. Grows from three to five feet in height bearing the gentian blue flowers scattered all over the plant. The blooming period is usually during May and June. Sometimes this plant does not bloom the first year from seed in the cooler parts of the country. When planted early in the warmer parts of the country you are most sure to get blooms the first season. There are few plants that give us the effect of this tall blue; therefore this is worthy of the garden. Packet 20¢. 1/2 oz. 50¢.

One may create a beautiful blue group using the MYOSOTIS or FORGET-ME-NOT in the foreground, then grouping the above CYNOBLOSSUM and the ANCHUSA BLUE BIRD back of the MYOSOTIS, backing this up with the ANCHUSA ITALICA.





NEWER INTRODUCTIONSNASTURTIUM

## DWARF DOUBLE GOLDEN GLOBE

Award of Merit in the All-American Selection for 1936 goes to the Dwarf Double Golden Globe, a nasturtium without runners, identical in color with the famous Golden Gleam, uniformly dwarf and compact, free-flowering, double and sweet-scented. This will fill a long-vacant place in the flower world. Packet of 2 dozen seeds, 25¢.

## PACIFIC DWARF DOUBLE GEM MIXTURE

This is of the same type as the Dwarf Golden Globe. These plants, hold their forms even in rainy climates. They are excellent for border and for use where you wish a plant to "keep within bounds." The excellent color range includes shades of yellow, orange, crimson, scarlet, cream, salmon, and variegated. The foliage ranges from light to dark. These form a bed of compact, gem-like plants without runners. Packet of 10 -12 seeds, 25¢; 2 dozen, 50¢.

RUST PROOF SNAPDRAGONS

## SENSATION GIANT MIXTURE

This is the strain of Rust Proof Snapdragons you have been waiting for. A uniform majestic type. Plants are from 20 to 24 inches in height, bearing long spikes of closely-spaced, extra-large florets. The color shades include pink, rose, apricot, bronze, orange, yellow, white, crimson, and scarlet. Your Snapdragon growing will be a pleasure with these plants. They often last in frost-free locations 2 to 3 years. Packet of approximately 1500 seeds, 50¢; over 500 seeds, 25¢. Special colors.

## SENSATION DE LUXE MIXTURE

This is the same strain which won the certificate of honor last year, but is much reduced in price this year due to increased production. Approximately 300 seeds, 25¢.

## ZINNIA

## PACIFIC TOM THUMB

This variety bears well-formed flowers of the Lilliput type on plants ranging from 4-6 inches, full color range which includes the pastel shades. This is excellent for border and pot culture. Packet of over 250 seeds, 25¢.

## SCABIOSA FLOWERED MIXTURE

This variety should be more widely grown than it is at the present. All who know it are enthusiastic. Flowers are somewhat smaller than medium size and resemble the Scabiosa plant, growing to 2-2½ feet, giving a wealth of bloom throughout the summer. It has the full color range. Do not pass up this odd and attractive ZINNIA. Packet of approximately 200 seeds, 25¢.





CALENDULA

## CHRYSANTHA

THE CALENDULA CHRYSANTHA (Gold Medal, All-American Selection for 1934) is a distinct type, a new break in CALENDULAS. The large double flowers are an exquisite shade of clear buttercup yellow, with long loosely arranged petals which droop somewhat to give the rounded appearance of a Chrysanthemum. Its long stiff stems make it ideal for cutting. Packet of over 500 seeds, 25¢.

## ORANGE SHAGGY

GOLD MEDAL WINNER, 1935 ALL-AMERICAN SELECTION. A new LACINIATED PETAL VARIETY. Beautiful orange coloring. This graceful Calendula is a novel and unique plant for your garden. Approximately 200 seeds, 25¢. All Calendulas are easy to grow.

## PACIFIC PASTEL MIXTURE

PACIFIC PASTEL MIXTURE is not as large as the average Calendula. You will find this hand-selected Pacific Pastel Mixture most interesting to grow in your garden. It contains a mixture of the lighter shades of Calendula in plants growing from 12 to 18 inches. The colors range from deep to light yellow, cream to a pink, and almost white, as well as the usual orange and lemon. They make a truly delightful bouquet.  $\frac{1}{4}$  oz., 25¢, hundred's of seeds. Extremely easy to grow.

SEEDS ARE LIVING THINGS. THEY seldom all grow, but we believe our seeds are THE BEST.

CANTERBURY BELLS (CAMPANULA)

## ANNUAL

Again we present the ANNUAL CANTERBURY BELL which blooms from seed in less than six months. Plants will average from 2 to 2½ feet in height. This is the only species of Canterbury Bells we know to bloom the first season from seed. The flowers are single, of bell shape, medium size, borne on spikes from which each plant produces from six to eight. This received the Gold Medal in the All-American Selection for 1933. Finest mixed packet, 25¢.

Separate colors in the above are the ANGELUS BELL (a deep rose), BLUE BELL (new this year and a cambridge blue), LIBERTY BELL (a deep violet blue), and MISSION BELL (new this year and a clear pink). Generous packet of any of the above, 25¢.

## CAMPANULA CALYCATHEMA

## Biennial

CUP AND SAUCER CANTERBURY BELLS come in colors of Violet, Rose, and White. Mixed generous packet, 25¢. Single colors in generous packets, 35¢.





CAMPANULA (CONTINUED)

## CAMPANULA ROTUNDIFOLIA

BLUE BELLS OF SCOTLAND is a perennial and is good for the rockery. It is the true hairbell, bearing a mass of large, clear, dainty, purple-blue flowers from June to August. Packet, 35¢.

## CAMPANULA PERSICIFOLIA

PEACH BELL is one of the finest and hardiest of the bell flowers. Grows 2 to 3 feet high. This is a perennial. Large blue flowers. Packet 20¢.

## CAMPANULA MEDIUM

A biennial CANTERBURY BELL in shades of Dark Blue, Light Blue, Rose, and White. The single mixed packet,  $\frac{1}{4}$  oz., 20¢. Double mixed packet,  $\frac{1}{4}$  oz., 40¢.

REMEMBER, this leaflet brings to your attention that material in which we think you would be most interested. If there is anything not contained herein which you wish, please do not hesitate to write and ask for a price, stating the quantity of the mixture you desire.

DIANTHUS LACINATUS SPLENDENS

SPECIAL MENTION, 1935 ALL-AMERICAN SELECTION. Flowers over two inches across in a brilliant shade of crimson with a large glistening white eye. One of the most striking Dianthus ever offered. An excellent border subject. Generous seed packet, 25¢. Easy to grow.

GILIA CORONOPHOLIA

The STRIKING, FLAME COLORED SPIKES borne 4 to 6 feet high make this plant OUTSTANDING IN ANY GARDEN. It might, however, be strictly a background plant on account of its height. The small flowers that make up the spike are about  $1\frac{1}{2}$  inches long and trumpet-shaped of a brilliant orange. These flowers keep well when cut. The foliage is fine cut. Remember, however, that this is a biennial. It prefers a sunny, well-drained location. To have this in your garden is to have something different. Generous packet, 30¢.

ALL OF OUR SEED PACKETS are made up with a sufficient quantity so that you may really ENJOY A VARIETY rather than have an aggravating amount in the garden, insufficient for DISPLAY OR BOUQUET.

For LEAF EATING INSECTS ON YOUR PLANTS, use a good stomach poison in a spray or dust. Lead Arsenate is one of the old standards. There are also many good proprietary materials.

NO FREE LIST. In other words, YOUR ORDER DOES NOT PAY FOR THAT WHICH OTHERS GET FREE.

Don't water or irrigate too often, rather do it thoroughly over a greater interval.





DAHLIA SEEDS

Keen interest has been manifest of late in the growing of Dahlias from seed. From the large decorative sorts to the smaller bedding varieties you will find interest in producing danlia plants from seed. Many of the named varieties from which our seed is collected would cost you considerable in the root form. Start the seed indoors in March or April, transplant to location and you will have bloom from the middle of the summer till frost. We usually consider that the Dahlia will be in flower in from 100 to 105 days from the date of planting the seeds; so you can make your plans accordingly. Starting with the Dwarf or Bedding varieties we offer the very select strain of

## UNWINS DWARF GIANT FLOWERED

Unwins bedding Dahlias are firmly established in popular favor, possibly more so in England than in this country, although people are rapidly beginning to realize the beauty and value of these Dahlias as a cut flower. They are as easy to grow as the Zinnia. This strain produces plants which bloom profusely. The flowers are in a full range of Autumn colors;- Red, Yellow, Scarlet, Cream, Tan, Terra Cotta, Orange, Apricot, Peach - and are single and semi-double. These plants average about two feet in height. Generous packet 35¢.

## MIGNON STRAIN

These are very dwarf and very floriferous. The plants do not exceed two feet in height. The flowers are good for cutting, being borne on small, stiff stems. Packet 25¢.

## CACTUS FLOWERED DAHLIA

We offer a mixture from the best named varieties of the CACTUS FLOWERED VARIETIES. Packet 25¢.

## DOUBLES

We offer a mixture from the best named varieties of the finest large flowered doubles at 25¢ per packet.

## GOURDS

Gourds have been increasingly popular in the last three years. Plan to plant some of these seeds and have the value of their vine and foliage on pergolas, fences or arbors, and the pleasure of their fruit for ornament after the vine has disappeared. In the large Gourds we offer the CALABASH or PIPE GOURD; the DIPPER often used for making dippers and for making birds nests; the GIANT BOTTLE or CHINESE WATER JUG; the GIANT CLUB, sometimes growing from 5 to 6 feet in length; the HERCULES-CLUB which is from 2 to 3 feet long and club shape; and the thick-shelled SUGAR TROUGH. In the small varieties we offer the MINIATURE BOTTLE; the EGG, which is white and about the size of an egg, often used as nest eggs; the ORANGE, which has the color and shape of an orange; the PEAR, which is pear-shape, striped yellow and green; the SPOON, which is a small ball-shaped fruit with



*[Faint handwritten notes]*

1927-28



GOURDS (CONTINUED)

a long slender neck; the WARTED in various shapes, and the TURK'S TURBAN, which is a small ornamental squash, brightly colored. Generous packet of any of the above, 25¢; mixture of large varieties, 25¢; mixture of small varieties, 25¢.

LARKSPUR

## GIANT IMPERIAL STRAIN

We take pleasure in offering seed from what we think are the FINEST LARKSPURS GROWN. Of particular value for cutting is our GIANT IMPERIAL STRAIN. It is TALL, UPRIGHT, BRANCHING AT THE BASE, which promotes good cutting value. The Delphinium-like spikes of double flowers are carried on stems growing from  $3\frac{1}{2}$  to 5 feet. With these plants you get more flowers from less space. This STRAIN comes in a beautiful range of colors. Mixed packet of over 300 seeds, 20¢;  $\frac{1}{4}$  ounce, 40¢.

Separate colors in the above strain include Blue Bell (an azure blue), Carmine King (a deep carmine rose), Daintiness (delicate lavender), Lilac Spire, Los Angeles Improved (a brilliant pink on salmon), Miss California (deep rose on salmon), The Empress Improved (salmon rose), and the White Spire (pure white). Separate color packets of over 300 seeds, 25¢ each.

## TALL, DOUBLE STOCK FLOWERED LARKSPUR

We offer in the TALL, DOUBLE, STOCK FLOWERED LARKSPUR the fine mixed selection of Blue, Rose, Purple, Pink, Lilac, Carmine, Sky Blue, White, and Violet. Packet of over 300 seeds, 15¢;  $\frac{1}{4}$  oz., 25¢.

## "ROSAMOND"

"ROSAMOND", of the TALL, DOUBLE STOCK FLOWERED LARKSPUR was awarded the Gold Medal in the All-American Selection for 1934. It is a pure bright rose which color has been lacking up to this time. Does not fade. It is two weeks earlier than other stock flowered varieties. Makes an excellent cutting flower. Plants average from  $3\frac{1}{2}$  to 4 feet. This was an OUTSTANDING NOVELTY of 1934-35. Packet of over 300 seeds, 25¢.

Insect and Disease free plants give the GREATEST satisfaction. SEE your local dealer for spray material.

## LAVATERA SUNSET SPLENDENS

A rosy carmine in the NEWEST, FINEST, AND SHOWIEST of all the pink annual Mallows. This makes a wonderful snowy plant in the garden, growing about  $2\frac{1}{2}$  to 3 feet high. It is multi-branched, bearing a great profusion of flowers approximately 2 to 3 inches across, in a beautiful pink. THEY ARE EASY TO GROW, AND STAND A VARIETY OF CONDITIONS. Packet of  $1/8$  oz., 25¢.





HOLLYNOCK

The HOLLYNOCK is becoming more and more popular each year with the development of new shades and shapes. Have you seen the new, exquisite double with their frilled centers upon the large back plate? The Hollynock in many parts of the country is perennial, dying down each season and coming up with increasing number of stocks the next. We offer them from the singles through the most fascinating double.

## CHARTER'S SINGLE

This is a perennial, finest mixed colors of Crimson, Pink, and White. Approx. 300 seeds, 10¢. Separate colors, 300 seeds, 30¢.

## PACIFIC DOUBLE TRIUMPH

This is one of the newest strains; beautifully fringed flowers in many new shades and combinations. It is of distinct branching habit and grows from 4 to 5 feet high. Not only being double, the individual petals are fringed. It also blooms earlier than the regular hollynock. Approximately 100 seeds, 25¢.

## DOUBLE IMPERATOR

Also new is the Double Emperor with its large fringed, rosette flowers in charming color combinations much resembling the crested Begonia on a large scale. This rosette alone is many times better than two inches across. Approximately 250 seeds, 25¢.

## TITHONIA

## Golden Flower of the INCAS

GLISTENING flowers in BLAZING, SUNSET hues through the oranges to the scarlet. About the shape and size of the single Danlia. Grows 5 to 8 feet and more. A strikingly different plant, bearing a great number of blossoms on long stems. Beautiful in the garden or as a cut flower. To have this plant in your garden is to have SOMETHING DIFFERENT from others, striking. Plant this seed early to insure maturity North of the Central States. The DEMAND of this seed has more than DOUBLED in the last year. Order your generous packet now, 35¢. (Over 250 seeds)

## DON'T ALLOW WEEDS.

They TAKE PLANT FOOD away from your flowers.

SWEET PEA

## Latyrus (Perennial)

This Pacific Pink Latyrus is a solid color in a free-flowering climber. It is hardy and almost continually in bloom, and makes a good cutting flower. Use it on trellises or covering where vines are wished. Generous packet, 25¢.





VINES THAT ARE DIFFERENT

## IPOMEA QUAMOCLIT HYBRIDA

CARDINAL CLIMBER. Strikingly beautiful. One of the most beautiful of all the annual climbers. The brilliant flowers are about  $1\frac{1}{2}$ " in diameter, borne in clusters of 5 to 7. This blaze of cardinal red flowers practically covers the vine from mid-summer to frost. It likes a sunny situation in a good soil. Seed may be started indoors or sown out-of-doors in location. Packet 20¢;  $\frac{1}{4}$  oz. 50¢.

## QUAMOCLIT LOBATA

MEXICAN FLAME VINE. This vigorous climber grows 15 to 20 feet in the season. It is a prolific bloomer, bearing flowers in inverted spike-like clusters. The colors in the individual clusters range from a creamy white to a vivid scarlet, giving a flame-like appearance. It prefers a fairly sunny location. This vine adds a bright spot of color to the garden. Packet 20¢.

## COBEA SCANDERS

CATHEDRAL BELLS OR CUP AND SAUCER VINE. This beautiful annual vine is possibly one of the most rapidly growing, attractive vines which we offer, attaining a height of 30 to 40 feet in a season. It is particularly valuable for covering trellises or arbors. The flowers are bell shape and purplish blue, of good size and borne in sufficient quantities to be of interest. It is well to start this vine indoors in March or April, although good results may be obtained by sowing the seed directly in location as soon as the ground is warmed up. It is important in sowing the seeds to place them edgewise and cover lightly with soil. Packet  $\frac{1}{8}$  oz. 15¢.  $\frac{1}{4}$  oz. 25¢.

## PUERARIA THUNBERGIANA

JAPANESE KUDZU VINE. This is possibly the most rapidly growing vine in cultivation. It is hardy and a perennial, In freezing localities it dies down in winter, only to come up again in the spring with greater vigor. Its large rich green foliage makes it most valuable when a green coverage is desired. In warmer locations it bears small rosy purple, pea-shaped flowers. Unsurpassed for screening and covering porches and trellises. Packet 15¢.  $\frac{1}{2}$  oz. 40¢.

## ANTIGONON LEPTOPUS

ROSA DE MONTANA. This is particularly well adapted to the Southern states and we do not advise it for the North except for greenhouse use, where it may be grown in pots or as a climber. The beautiful pink or rosy red flowers are conspicuous against the beautiful green foliage. Without exaggeration, this makes an extremely showy and beautiful vine. It is perennial, and where you can grow it it is well worth the space. Packet 25¢.

As we find NEW and WORTHY material, YOU, as a customer, will be informed thru one of our supplements.





NEWER INTRODUCTIONSMARIGOLD

## DIXIE SUNSHINE

This is another 1936 All-American winner which comes from the land of Dixie to the gardens of the world. It is unique in that the large ball-shaped flowers are composed of dozens of tiny 5-petalled florets. They are 100% fully double and a golden yellow. These flowers are borne on tall, bushy plants in great profusion late in the season. Order early to avoid disappointment. Packet of over 200, 25¢.

HARMONY MARIGOLD

Sensationally new and recent importation. Will you be one of the first to have this in your garden? You will NOT find it in general distribution. Have the pleasure of showing your friends something NEW as well as the personal pleasure in enjoying this Scabiosa flowered Marigold. The center is a light golden yellow, the outer rim of petals is bronze. Distinctively attractive. The plants grow approximately 2½ feet tall, and comes true from seed. It is easy to grow. The world's supply of this seed is limited so we urge you to order early and hold for planting. And Don't Forget, this is an early blooming variety. Packet of approximately 300 seeds, 35¢.

To You GOURD Lovers

If you want something that is DIFFERENT and that we believe will ATTRACT MORE ATTENTION than any other Gourds you have ever grown, be sure and order some of our Marankas. This is a NEW EUROPEAN INTRODUCTION and a distinct novelty in the Gourd world.

The Gourds average 12 to 18 inches long and if anything ever looked like a cave-man's club, this Gourd does. The neck part is approximately 1½ inches in diameter, and from this it enlarges into an irregularly nilled and furrowed, bulbous end 6-8 inches in diameter. It looks just like the caricature of the cave-man's war club. If you want something different, here it is. A distinctive novelty and easy to grow. NEW

Grow on trellises and string up so that the Gourds are off the ground in order to get the best shapes. Generous packet, 35¢.

As much of this material is of a SPECIALITY NATURE, it behooves you to order early, and keep the seed until you are ready to use it rather than take the chance of our supply being SOLD OUT.

COSMOS, KLONDYKE, ORANGE FLARE

## Grand Champion 1935 All-American Selection

AT LAST, you may have the LARGE, ORANGE-COLORED COSMOS BLOSSOM BEFORE FROST. Our ORANGE FLARE STRAIN come into bloom in from three to four months. It is a beautiful plant with a great profusion of flowers. Many bouquets may be picked from a single plant. It is more branching than the ordinary COSMOS, and averages about four feet in height. The ORANGE FLARE BLOSSOM with attractive light green foliage makes a beautiful plant for a background or semi-background. Excellent for cutting. Packet of over 100 seeds, 25¢.





LEPTOSIPHON

For a riot of color in a low annual, growing from 3 to 5 inches, little surpasses the LEPTOSIPHON, French Hybrids Mixed. These dainty star-like flowers bloom in great profusion, ranging in color from cream through the light yellows, oranges, red to deep rose scarlet. It is really a cheerful riot of color. Easy to grow. Good for the rock garden. Broadcast in location. Generous packet, 35¢.

LEPTOSYNE

## MARITIMA

A large GOLDEN YELLOW FLOWERED ANNUAL about 2 to 2½ feet in height, produces flowers similar to the Marguerite and Coreopsis on long stems. Foliage is fern-like. This is excellent for cutting. Note: In frost-free territory it may be seeded in the fall to produce an abundance of flowers in February and March. Packet, 20¢; ¼ oz., 35¢.

## STILLMANI

This variety FLOWERS IN SIX WEEKS. It is not quite as tall as the one above, being about 1 to 1½ feet. The general description is the same and by some considered superior. Both are easy to grow in location. Generous packet, 25¢; ½ oz., 45¢.

MARIGOLD

## GUINEA GOLD

This is by many called the Carnation Flowered Marigold. Its loosely formed, over-lapping petals give a graceful, snowy appearance. Plants grow about 2½ feet high and are prolific producers of brilliant orange, golden tinged, loosely ruffled flowers. THIS IS A MARIGOLD DISTINCT in that it does not have the objectionable odor of the old type, thereby making it valuable as a cut flower. Sow early for a MULTIPLICITY OF BLOOM. Packet of approximately 500 seeds, 25¢.

## YELLOW SUPREME

GOLD MEDAL WINNER, 1935 ALL-AMERICAN SELECTION! This rich prim-rose yellow, carnation flowered Marigold is an asset to ANY GARDEN. A fine companion to the Marigold, Guinea Gold, which was a Gold Medal Winner in 1933. Odorless, free-flowering, 2½ to 3 feet tall, not critical to soil. Easy to grow. Generous seed packet, 25¢.

NASTURTIUMS

## GOLDEN GLEAM

This is the Nasturtium that caused the sensation a few year ago, winning the GOLD MEDAL 1933, as the ONLY DOUBLE, SWEET-SCENTED one of its kind. Since that time it has become world famous. The stock is direct from the originator's, and a more carefully RESELECTED seed cannot be obtained. The large double sweet-scented, golden yellow flowers are borne profusely on long stems well above the bright green foliage of the plant. We offer this at the special price of 35¢ an ounce. (approximately 250 seeds.)





NASTURTIUMS (CONTINUED)

## GLORIOUS GLEAM HYBRIDS

Award of Merit, 1935 All-American Competition

Here we have a mixture of various colors in a mostly double nasturtium. These form an interesting and pleasing display, and being of the same strain as the GOLDEN GLEAM will be an asset to any garden. You will find glorious flowers of salmon, golden-yellow, orange-scarlet, cerise, cream-yellow, orange, crimson, and gold-flushed scarlet. Price,  $\frac{1}{2}$  oz., 25¢; 1 oz., 45¢.

## SCARLET GLEAM

Awarded GOLD MEDAL 1933 All-American Competition

This is the originator's stock and not to be confused with others. The flowers are a fiery orange-scarlet in color and have a mild fragrance. Many of the blooms are almost three inches across, which is, so far, larger than any Nasturtiums we know. The foliage is of the same bright green as the GOLDEN GLEAM. This plant arrests the eye at once and will prove to be one of the most popular annuals we have. For a bright spot of color they are unsurpassed.  $\frac{1}{4}$  oz., 25¢;  $\frac{1}{2}$  oz., 45¢.

These and the other gleams may be used indoors as potted plants, in Window Boxes and other containers as well as in the garden.

ALL the GLEAMS are easy to grow and we know they will afford you great PLEASURE and PRIDE in having them in your garden.

PANSIES

We list only one quality in PANSIES, THE BEST.

ENGELMANN'S SPECIAL, which is a Scottish Show Type with immense flowers of Bronze and reddish shade. They are compact and early flowering. Packet of approximately 500 seeds, 50¢. Trial packet, 25¢. Write for quantity prices.

ENGELMANN'S GIANT of dark and light shades, of huge flowers, compact and early flowering. Packet of approximately 500 seeds, 50¢. Trial packet, 25¢. Write for quantity prices.

If you have trouble in controlling "Sow Bugs", ask for our home formula for poison with your order. It is very effective.

PRICE OFFERS AN INDUCEMENT: QUALITY OFFERS A REASON

PETUNIA

In the PETUNIAS we find some of our most expensive seed, and many times the amateur does not wish to propagate them. However, we suggest here a few varieties which the amateur will enjoy.





PETUNIAS (CONTINUED)

## BALCONY (Hybrida pendula)

This variety is one of the finest for window boxes, house, and basket work. The flowers average  $2\frac{1}{2}$  to 3 inches across and make a very effective display over a long season. Where a trailing pot plant is desired, this is good. We offer it in Damask Rose (a brilliant tyrian rose), Deep Blue, Red (Crimson), Rose, White. Separate colors 25¢ per packet. Finest mixed, 25¢ per packet of 1/16 ounce, 50¢.

## GIANT OF CALIFORNIA

Here is a well-balanced mixture of light and dark colors including Pink and Rose shades. They are frilled and ruffled with attractive deep throats and deeply veined. These are the first pickings from choice plants. Packet, 50¢.

## DWARF GIANT OF CALIFORNIA

Here is one you will particularly enjoy in pot culture in a compact type. The flowers are beautiful, ruffled, and frilled with well-marked throats. It is also desirable as a bedding plant. These are of the Ramona Strain. We offer them in Mixed, Dark and Light shades. Packet, 50¢.

FANCY DOUBLE GIANT FRINGED MIXED

These are possibly the choicest of all the PETUNIAS, in every mixture of colors. Beautiful stock. Packet, 50¢.

DOUBLE DWARF GIANT FRINGED MIXED

This is the same as above only of the dwarf type. Packet, 50¢.

It is desirable to start all PETUNIA SEED in flats indoors. Write for quantity quotations in PETUNIA SEED stating amount wanted.

And don't forget the new color in Petunias, THE DAINY LADY, listed among the newer introductions. *Out Supply exhausted*

WE OFFER NO BARGAINS FOR WHICH YOU WILL PAY BY AN OVERCHARGE ON SOME OTHER PRODUCT. HONEST MATERIAL. HONESTLY PRICED.

POPPIES

## CALIFORNIA POPPY

The CALIFORNIA POPPY (*Eschscholtzia aurantiaca*) is the true CALIFORNIA POPPY and hard to beat. A profuse bloomer and quite hardy. Generous seed packet containing hundreds of seeds, 15¢.

## DAZZLER

A fine bright new scarlet in a single. Generous packet, 20¢.

ORIGINAL ARTICLES

THE NATURE OF THE DISEASE

The nature of the disease is one of the most important questions in medicine. It is a question which has occupied the minds of the most distinguished physicians of all ages. The question is, what is the cause of the disease? Is it a local disease, or is it a general disease? Is it a disease of the blood, or is it a disease of the organs? These are the questions which the physician must answer before he can prescribe the proper treatment.

THE CAUSE OF THE DISEASE

The cause of the disease is one of the most important questions in medicine. It is a question which has occupied the minds of the most distinguished physicians of all ages. The question is, what is the cause of the disease? Is it a local disease, or is it a general disease? Is it a disease of the blood, or is it a disease of the organs? These are the questions which the physician must answer before he can prescribe the proper treatment.

THE EFFECTS OF THE DISEASE

The effects of the disease are one of the most important questions in medicine. It is a question which has occupied the minds of the most distinguished physicians of all ages. The question is, what are the effects of the disease? Does it affect the blood, or does it affect the organs? Does it affect the mind, or does it affect the body? These are the questions which the physician must answer before he can prescribe the proper treatment.

THE TREATMENT OF THE DISEASE

The treatment of the disease is one of the most important questions in medicine. It is a question which has occupied the minds of the most distinguished physicians of all ages. The question is, what is the proper treatment of the disease? Is it a local treatment, or is it a general treatment? Is it a treatment of the blood, or is it a treatment of the organs? These are the questions which the physician must answer before he can prescribe the proper treatment.

THE PROGNOSIS OF THE DISEASE

The prognosis of the disease is one of the most important questions in medicine. It is a question which has occupied the minds of the most distinguished physicians of all ages. The question is, what is the prognosis of the disease? Will it cure itself, or will it require treatment? Will it be a local disease, or will it be a general disease? These are the questions which the physician must answer before he can prescribe the proper treatment.

THE PREVENTION OF THE DISEASE

The prevention of the disease is one of the most important questions in medicine. It is a question which has occupied the minds of the most distinguished physicians of all ages. The question is, what is the proper prevention of the disease? Is it a local prevention, or is it a general prevention? Is it a prevention of the blood, or is it a prevention of the organs? These are the questions which the physician must answer before he can prescribe the proper prevention.

THE HISTORY OF THE DISEASE

The history of the disease is one of the most important questions in medicine. It is a question which has occupied the minds of the most distinguished physicians of all ages. The question is, what is the history of the disease? How has it been treated in the past? What have been the results of the treatment? These are the questions which the physician must answer before he can prescribe the proper treatment.

THE CONCLUSION OF THE DISEASE

The conclusion of the disease is one of the most important questions in medicine. It is a question which has occupied the minds of the most distinguished physicians of all ages. The question is, what is the conclusion of the disease? Is it a local conclusion, or is it a general conclusion? Is it a conclusion of the blood, or is it a conclusion of the organs? These are the questions which the physician must answer before he can prescribe the proper conclusion.



POPPIES (CONTINUED)

## DOUBLE GOLDEN GLORY POPPY

This poppy gives a profusion of golden yellow flowers, deepened at the center with orange. It is, indeed, one of the brightest and choicest of all the Eschscholtzias. Packet of 1/32 oz. of hundreds of seeds, 25¢.

FOR CUT WORMS use a poison bait; ask for a home formula with your NEXT ORDER.

## HUNNEMANNIA SUNLITE

The Hunnemannia Sunlite received the Award of Merit, All-American Selection 1934. This is a double flowering poppy which is different. Its extra band of petals is produced on the outside instead of the inside of the tulip-shaped, making them appear open at all times. The flower is a bright canary yellow springing from a plant of light, gray-green foliage. Plant in a sunny position in a well-drained soil, and you will find them unsurpassed. Packet 1/32 oz., hundreds of seeds, 25¢.

POPPIES in all the different colors and the various strains. We will be glad to quote you on those you desire.

SALPIGLOSSIS

Known as Painted Tongue, Velvet Flower or Painted Glory. One of the most striking garden flowers and also excellent for cutting. Extremely showy. Likes sunshine and a well-drained soil, freedom from frost. Flowers freely from June until frost. We offer these in the strain so popular with the Commercial Grower. The plants grow from 2 to 3½ feet, depending upon cultural conditions, and they display a riot of color from Petunia-shaped blossoms on long stems. Packet, finest mixed and veined variegated, 25¢; ¼ oz., 50¢.

DON'T FORGET that PLANTS, like human beings, need FOOD. Careful fertilizing provides this.

SCABIOSA

We offer this LARGE, FLOWERED, TALL DOUBLE in Blue, Light Purple, Crimson, Fiery Scarlet, Flesh, Reddish Black, Delicate Salmon, Rose, Mixed, Pure White, and Sulphur Yellow. Mixed packet of over 500 seeds, 15¢; Single colors, a packet of over 500 seeds, 20¢.

New in the above is the BLUE COCKADE. It was given the Award of Merit by the Royal Horticulture Society. Packet of approx. 400, 25¢.

## SCABIOSA CAUCASICA

Commonly known as THE BLUE BONNET. These Giant Hybrids of the Isaac House Strain are fringed and ruffled and run in shades from lavender to dark blue, all having very large flowers. This is a perennial. Packet of approximately 350 seeds, 25¢.





## SCABIOSA COLUMBARIA ANTHEMIFOLIA (Perennial)

This hardy, low growing perennial makes an attractive group of fine light green foliage, bearing large flowers on heavy stems. Needs little attention, as do most of the SCABIOSA. Is unsurpassed when perennial material of this kind is wanted. Two colors, Lavender and Pink. Packet of approximately 200 seeds, in separate colors, 25¢ each.

GOOD SEEDS PAY no matter what the price; poor seeds DO NOT PAY at any price.

## SHASTA DAISY (DOUBLE)

SHASTA DAISY, new Giant Double White. Our strain includes an assortment of various types of double flowers from the semi-double through the fully doubled, fringed petalled sorts. The flowers are all large and borne on a long wiry stem. Approximately 150 seeds, 50¢.

GROWERS RECOMMEND OUR SEEDS FOR GOOD GERMINATION, TRUENESS OF COLOR AND QUALITY OF STOCK.

Don't believe that the cheapest seeds will bring you "just as good" results. QUALITY STILL COUNTS THE MOST.

SWEET PEAS

We advise the use of the early or Winter Flower Spencer Strain. In frost free country, they may be planted almost all the year 'round. We believe our seeds to be the finest available and offer them in extra choice, well-built mixtures of the newest and brightest colors at 35¢ an ounce. If you wish separate colors, send us your choice by name or color and if we have it in stock, we will send it to you or cheerfully refund your money. We will not make any substitutions unless you wish. Good choice mixture of the old standard colors, 25¢ an ounce.

It pays you. It pays us. Honesty is still the best policy. The size of our packets and the quality of our seeds proves this. Order your garden seeds this year from the Pacific Seed Company, and be convinced.

ZINNIAS

The ZINNIA is without doubt one of the snowiest, most satisfactory late summer and fall blooming garden and cutting flowers. We are proud to offer the Bodger Strain in this material. You will possibly remember that it was Bodger who developed the DAHLIA FLOWERED ZINNIA and later the CALIFORNIA GIANT. Since that time many other improvements have been made by Bodger in these flowers. Our seed is California grown for us by Bodger.

If you wish the FINEST ZINNIAS, we have them, "no foolin'".

## CALIFORNIA GIANT

This variety is taller than the Dahlia Flowered type, growing to 3 or 4 feet. Stems are long and sturdy which adapts itself particularly well as a cut flower. Flowers are EXTREMELY LARGE AND FLAT.





ZINNIAS (CONTINUED)

This is undoubtedly the most desirable large flowered ZINNIA GROWN. We offer this in the following colors; Brightness (bright pink); Cerise Queen, Grenadier (bright, dark red); Lavender Gem, Miss Willmott (soft pink), Daffodil, Enchantress (light rose, deep rose center), Golden Queen, Orange King, Orange Queen, Salmon Queen, Rose Queen, Scarlet Gem, Violet Queen, and Purity (best white). Separate colors approximately 200 seeds, 25¢;  $\frac{1}{4}$  oz. 75¢. Finest Mixed approximately 300 seeds, 25¢;  $\frac{1}{4}$  oz. 55¢.

## CROWN O' GOLD

This aristocrat among ZINNIAS retains its place as an outstanding novelty. Each petal of the flower is overlade with a deep GOLDEN YELLOW AT THE BASE, while carrying out the INDIVIDUAL FLOWER COLOR AT THE TIP. Mixture of Old Rose, Cream, Carmine Red, Pink, and Lavender. Packet of over 175 seeds, 25¢.

## DESERT GOLD

This variety contains the light and deep hues of gold. Each petal overlade at the base with a deeper golden yellow, giving a charming bicolor combination. Those who appreciate the finest in ZINNIAS will like DESERT GOLD.  $2\frac{1}{2}$  to 3 feet high, long stems for cutting. Packet of approximately 75 seeds, 25¢.

## ELEGANS PUMILA DWARF DOUBLE

Known as the "Cut and Come Again". The beautiful double flowers are produced on dwarf plants about 18 to 20 inches tall. This is one of the old standard varieties. Packet of approximately 400 seeds, 25¢.

Enjoy the pleasure that others enjoyed last year, for if you yourself want the best seeds for your garden, order direct from the Pacific Seed Company, Long Beach, California.

There is a trend today to the medium and small Zinnias. The medium size is particularly well represented by the Zinnias Fantasy which won an Award of Merit in the 1935 All-American Selection.

## FANTASY MIXED

AWARD OF MERIT, 1935 ALL-AMERICAN COMPETITION. Here is a welcome new addition to the ZINNIA family. The NEW FANTASY MIXED has rounded flowers composed of a mass of snaggy ray-like petals which give a delicate and refined appearance to the medium sized and double flower. They are large enough to satisfy the desire for a mass of color and small enough to arrange gracefully in a flower bouquet. It is somewhat like a small snaggy chrysanthemum. The colors range from the brightest shades of red and orange to the softer pastel pinks and cream. Packet of Mixed colors of approximately 300 seeds, 25¢.

We specialize in Zinnias, and our customer's comments warrant our telling you there are no finer. If there are any flowers you have not seen listed in our catalogue, please write us for quotations--that is, if you want the best.

1890

The first of the year was a very dry one, and the crops were much injured. The weather was very hot, and the ground was very dry. The crops were much injured, and the yield was very small. The weather was very hot, and the ground was very dry. The crops were much injured, and the yield was very small.

The second of the year was a very wet one, and the crops were much injured. The weather was very cold, and the ground was very wet. The crops were much injured, and the yield was very small. The weather was very cold, and the ground was very wet. The crops were much injured, and the yield was very small.

The third of the year was a very dry one, and the crops were much injured. The weather was very hot, and the ground was very dry. The crops were much injured, and the yield was very small. The weather was very hot, and the ground was very dry. The crops were much injured, and the yield was very small.

The fourth of the year was a very wet one, and the crops were much injured. The weather was very cold, and the ground was very wet. The crops were much injured, and the yield was very small. The weather was very cold, and the ground was very wet. The crops were much injured, and the yield was very small.

The fifth of the year was a very dry one, and the crops were much injured. The weather was very hot, and the ground was very dry. The crops were much injured, and the yield was very small. The weather was very hot, and the ground was very dry. The crops were much injured, and the yield was very small.

The sixth of the year was a very wet one, and the crops were much injured. The weather was very cold, and the ground was very wet. The crops were much injured, and the yield was very small. The weather was very cold, and the ground was very wet. The crops were much injured, and the yield was very small.



## ZINNIA (CONTINUED)

## GOLD MEDAL DAHLIA FLOWERED STRAIN

The flowers in this strain have the appearance of the decorative dahlia. There is great depth and substance to these blossoms, giving a massive appearance. The colors range from those of a vivid character through to the subtle pastel shades. They are just as easy to grow as the common sorts. Start them indoors in March or April, or plant the seed out-of-doors after you are certain there will be no more frost. Do not confuse this GOLD MEDAL STRAIN with the regular Dahlia Flowered Strain. We offer them in separate colors as follows: Canary Bird, Crimson Monarch, Dream (deep lavender), Eldorado (salmon apricot), Exquisite (light rose, deep rose center), Giant Attraction (brick red), Golden Dawn, Golden State (yellow turning orange), Illumination (deep rose self), Lemon Beauty, Luminosa (deep Pink), Meteor (darkest of all the reds), Old Gold, Old Rose, Oriole (orange and gold bicolor), Polar Bear (white), Purple Prince, Scarlet Flame, and Youth (light flesh). Packet of finest mixed as above, approx. 300 seeds, 25¢;  $\frac{1}{4}$  oz., 55¢. Separate colors, packet of approximately 200 seeds, 25¢;  $\frac{1}{4}$  oz., 75¢.

## HAAGEANA

DO NOT PASS UP THIS SMALL FLOWERED MEXICAN TYPE ZINNIA. IT IS A RIOT OF COLOR. If you want a dwarf ZINNIA for border or bedding, SEEK NO FURTHER. They have long enough stems for small vases and bowls. Don't miss this, one of the newer type. Try some of these in pots indoors. Packet mixed over 300 seeds, 25¢.

## IMPROVED LILLIPUT POMPON or BABY ZINNIA

These much resemble the Pompon Dahlia. The plants grow to a height of about one foot. They make an excellent cutting flower and last well. We offer this in the Finest Mixed colors,  $\frac{1}{8}$  oz., 30¢;  $\frac{1}{4}$  oz., 50¢.

Remember Zinnias are easy to grow and the germination runs high.

We are not a large "MAIL ORDER HOUSE". We specialize in fresh California grown seeds. Your order gets personal attention.

All of the above prices are prepaid, delivered to you, cash with order. Please do not send stamps. If your orders are sent C.O.D., add eighteen cents to total order to care for the extra office and postal charges.

We specialize and endeavor to give you the best, selecting only seeds of those plants which will be most distinctive in your garden, and which have proven worthy of special propagation. We appreciate your orders and feel assured that you will enjoy the plants from our seeds. We trust you will feel justified in telling your friends of our products. If a group of you order, we will give you a discount on the above prices, for naturally it costs us less to handle larger orders than smaller ones. Thank you.

PLEASE SAVE THIS CATALOGUE FOR FUTURE REFERENCE.





RANUNCULAS

## Sensation Paliflora Strain

Originally from the land of Palestine and then improved by careful selection to meet American demands of beautiful flowers and adaptation to cultural conditions. Our growers have been perfecting a strain to produce from seed as well as from bulb. These vivacious, colorful, garden flowers work so beautifully in groups in the garden or in border and make such excellent cut flowers for the house.

In offering you seeds of these plants, we offer a method of propagation much more economical than the bulb--although we have both. Our seeds produce plants from 12 to 18 inches in height. Each plant produces numerous flowers in red, pink, orange, yellow, and pastel shades averaging larger than ordinary varieties. A little care given to the culture from seeds, and you will have beautiful flowers in the middle of the summer. Plant as early as possible in the Spring. Seed supply limited--a hint to the wise. Red, orange, pink, and yellow, 50¢ per packet which should give you at least 300 to 400 plants. Same colors plus a mixture of pastel shades, 40 ¢ per same size packet.

Ranunculas bulbs, PARAMOUNT QUALITY, SENSATION PALIFLORA STRAIN in pink, orange, yellow, and red, \$2.00 per 100. Above colors plus pastel shades, 50 for \$1.00; 100 for \$1.75. Smaller size, \$1.00 per 100. The larger bulbs should give you 15 to 20 flowers each--the smaller, 6-12. These quality bulbs will not last long at this price, so order early.

You can't go wrong on a Pacific Seed Company Special!



